

ABSTRACT OF THE DISCLOSURE

Methods, apparatus, and computer-readable media are disclosed for enabling a user of data services over a network to automatically register for such services by plugging in a set-top box, such as an advanced set-top box, or
5 other IP clients such as a Web pad, and entering certain information through a member services screen. The invention also allows a user to have several accounts distributed over several set-top boxes or IP clients and have all accounts map to a single network identity. That is, it allows a user to have multiple viewer identities for different purposes yet have all of them map back
10 to a single network identity for that user.